

Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	

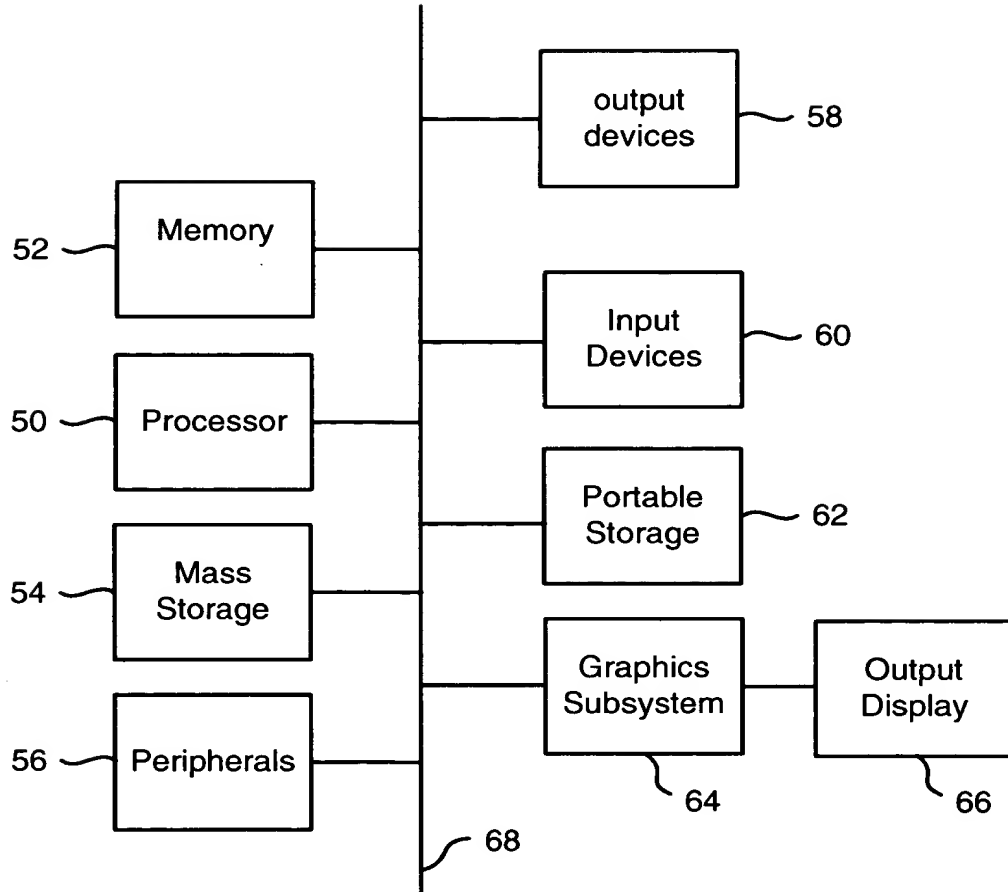


Fig. 1


```
graph TD
    START([START]) --> 120[browser loads JS & renders AdRemote]
    120 --> 122[display default ad]
    122 --> 124[select category & set category cookie]
    124 --> 126[set ad index = 1 for category selected]
    126 --> 128[retrieve cookie containing properties]
    128 --> 130[request ad using info in cookies]
    130 --> 132[server serves ad requested]
    132 --> 134[display requested ad]
    134 --> 136[increment ad index & update ad index cookie]
    136 --> 138{request new page?}
    138 -- YES --> 140[request ad with updated ad index]
    138 -- NO --> 146{request next ad?}
    140 --> 142[display ad with updated ad index]
    142 --> 144[increment ad index & update ad index cookie]
    144 --> 138
    146 -- YES --> 140
    146 -- NO --> 148{previous ad?}
    148 -- YES --> 150[decrement ad index & update ad index cookie]
    150 --> 138
    148 -- NO --> 138
```

—

The diagram illustrates a web browser window. At the top is a navigation bar with buttons: Back, Forward, Reload, Home, Print, Security, and Stop. Below this is a location bar with the text "Location: http://www.website.com". The main content area displays an "Advertisement". Below the advertisement is a navigation menu with buttons: Love, Hate it, Pick Ad, Computing: Hand Hhelds, and Next. A question mark icon is also present. A list of categories is shown below the menu, including Ads That Suck, Autos, Computing, Electronics, Home, Entertainment, Vacation and Travel, Special Offers, Fashion and Apparel, Handhelds, Hardware, Software, Surprise, and Solutions. A line labeled 162 points to the advertisement area, and a line labeled 168 points to the category list.

160

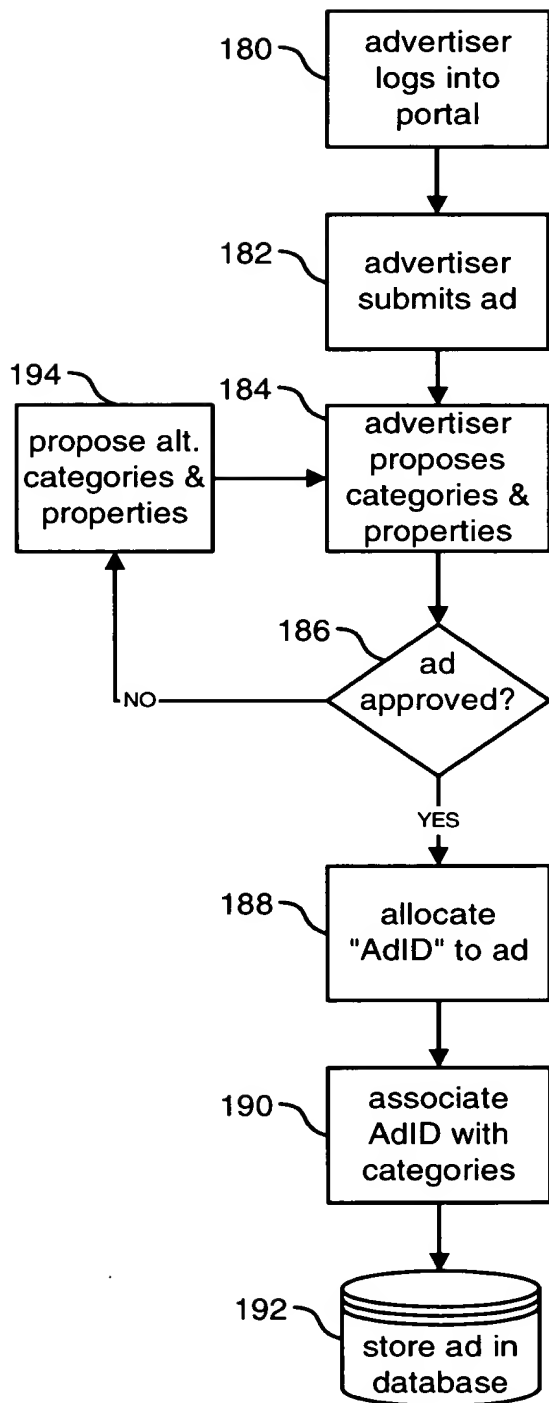


Fig. 5

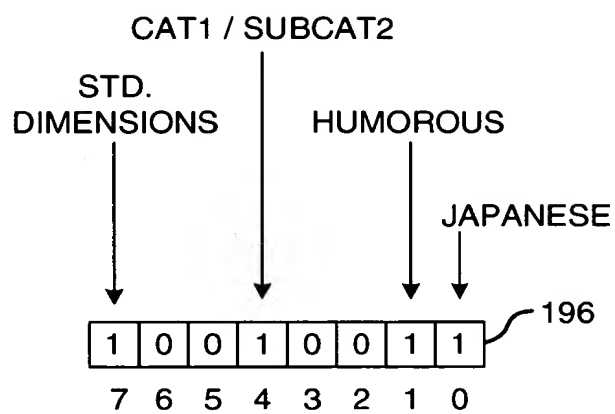


Fig. 5A

<div>BackForwardReloadHomePrintSecurityStop</div> <div>BookmarksLocation:http://zedo.com/upload1c.jsp</div> <div>AdvertisersMy CollectionSubmit Ads</div> <div>Submit Ads</div> <div>Please check the ads you have submitted and enter the following ad information</div>		
Ad 1	Redirect URL: Requested Category: Suggested SubCategory: Creative Description: For Account:	<div>http://website.com</div> <div>Computing</div> <div>Handhelds</div> <div></div> <div>No Account</div>
Ad 2	Redirect URL: Requested Category: Suggested SubCategory: Creative Description: For Account:	<div>http://website.com</div> <div>Fashion and Apparel</div> <div>Women</div> <div></div> <div>No Account</div>
<div>GO!</div>		

Fig. 6

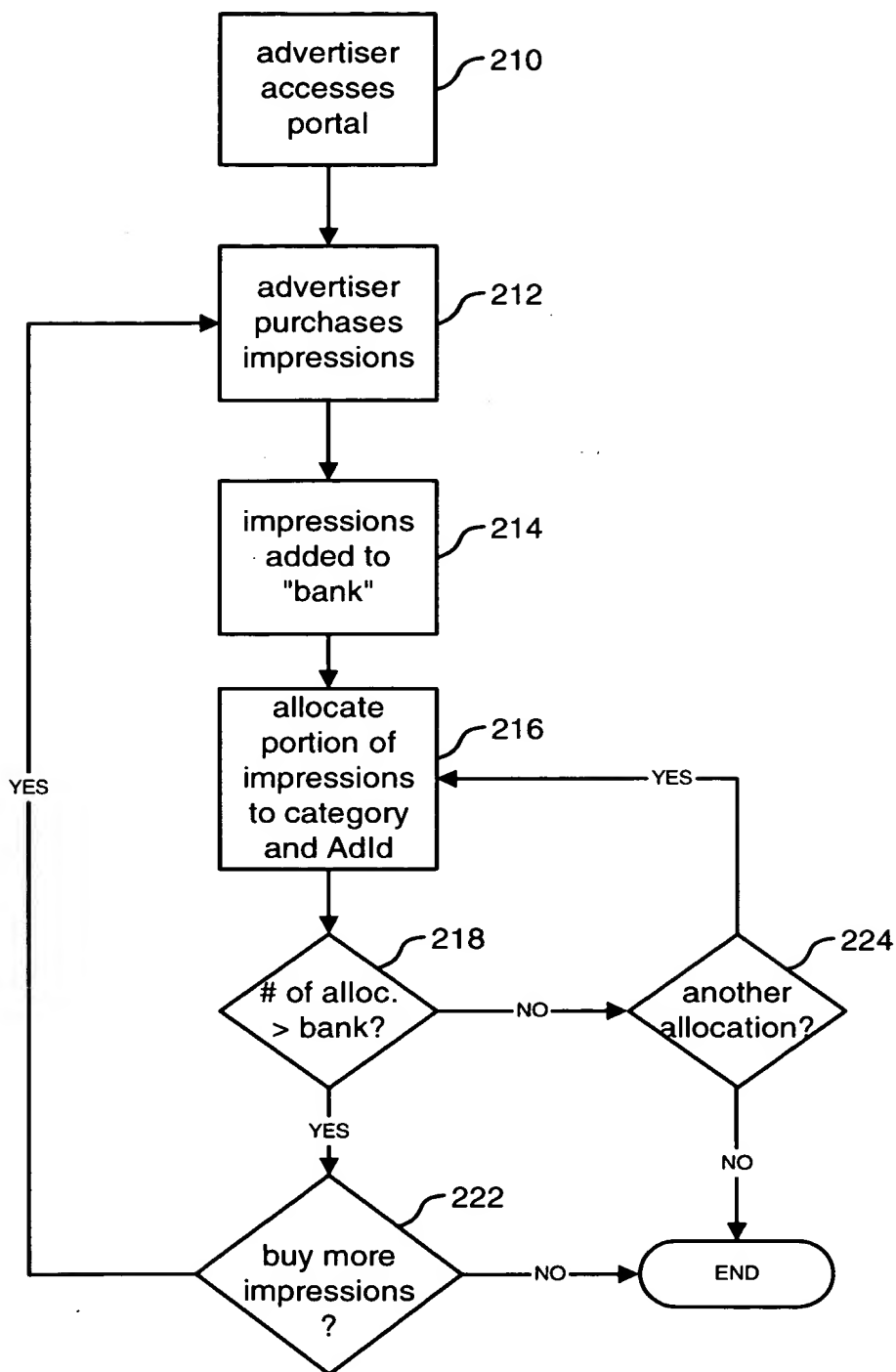
[illegible]

Fig. 7

```

graph TD
    230[consider AdID=1] --> 232[access attributes for ad]
    232 --> 234[look up # of impressions to be served for ad]
    234 --> 238{# of impressions > x?}
    238 -- YES --> 240[add AdID to appropriate index file(s) based on attributes]
    240 --> 242{add'l ads?}
    242 -- NO --> 244[sort index file acc'd to priority scheme]
    244 --> 246[save index file to ad server]

```

Fig. 8

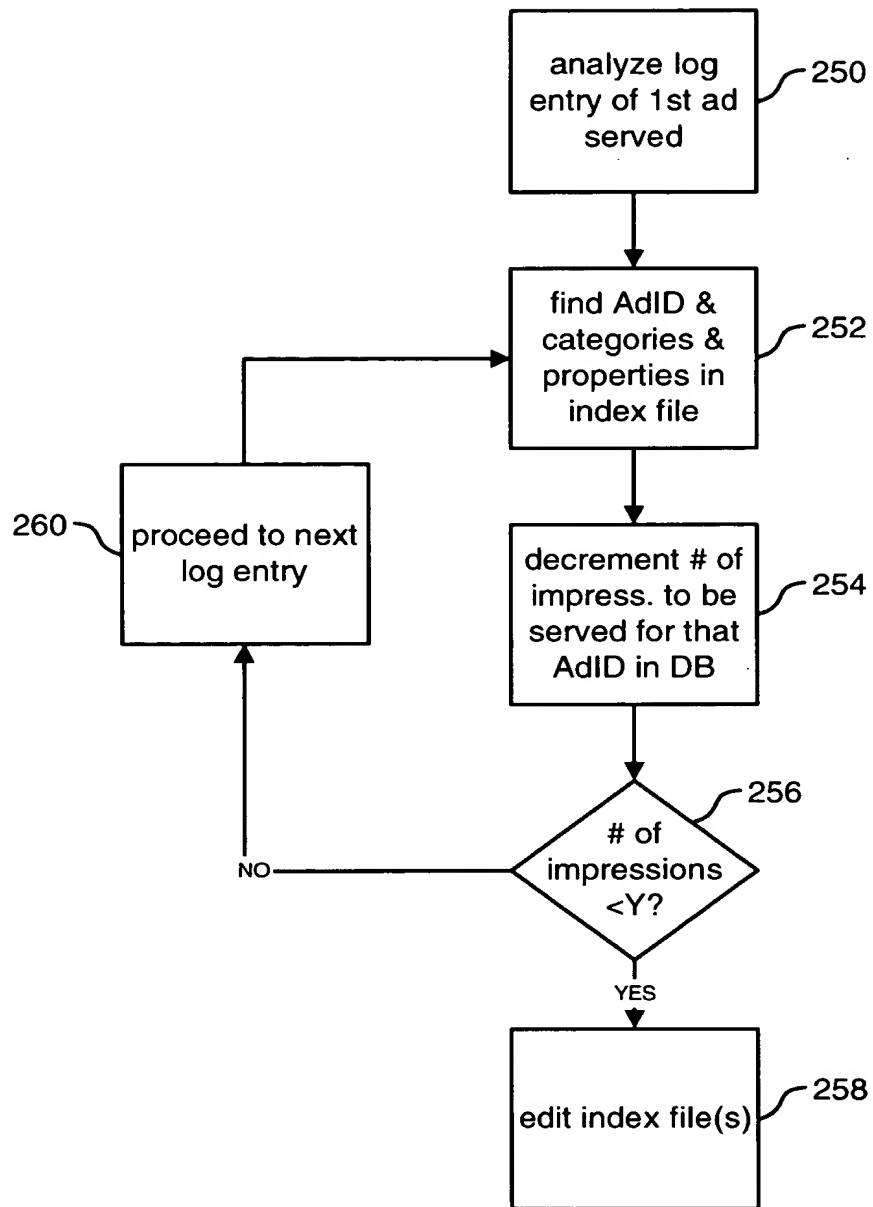


Fig. 9

1984

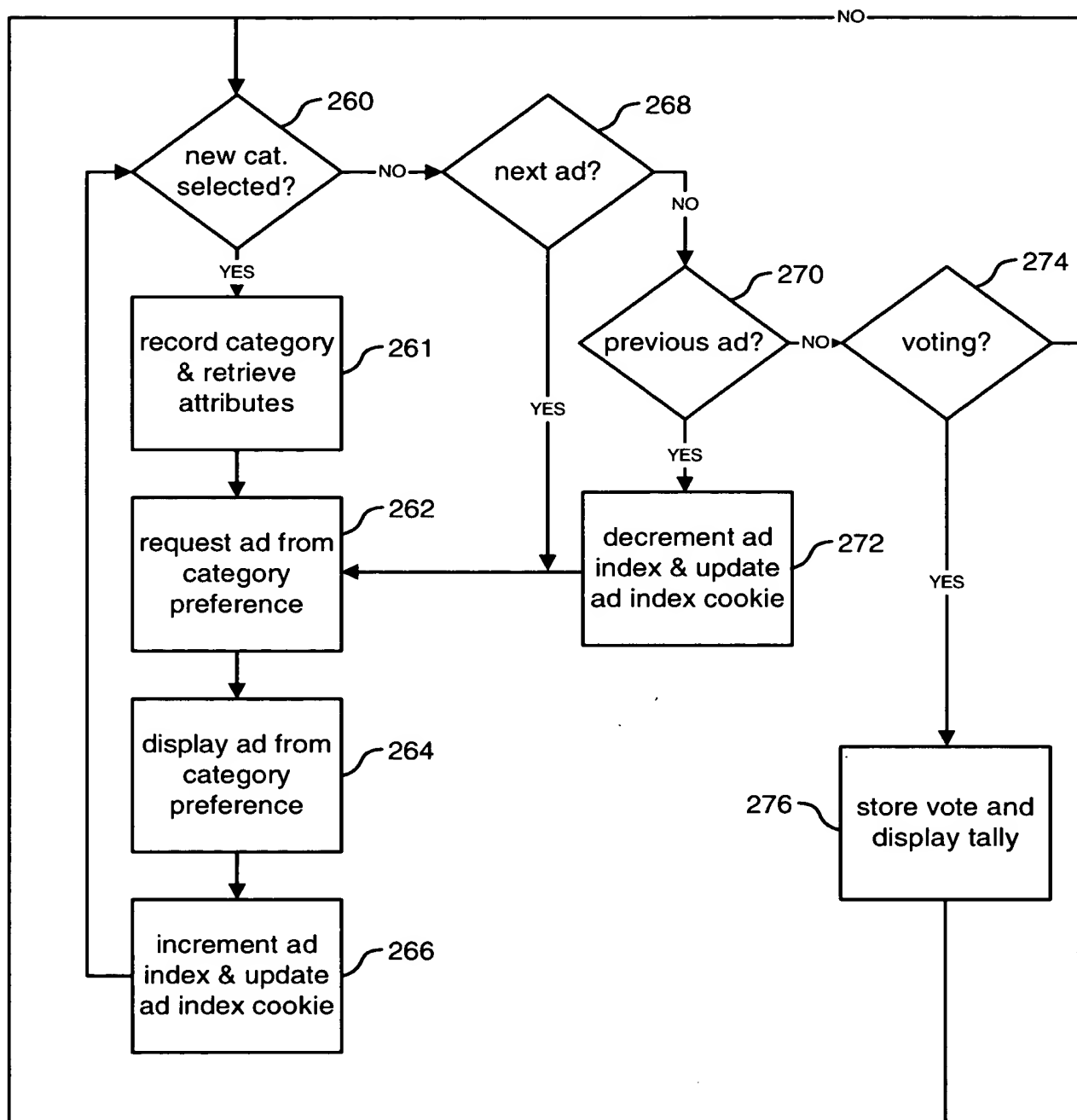


Fig. 10

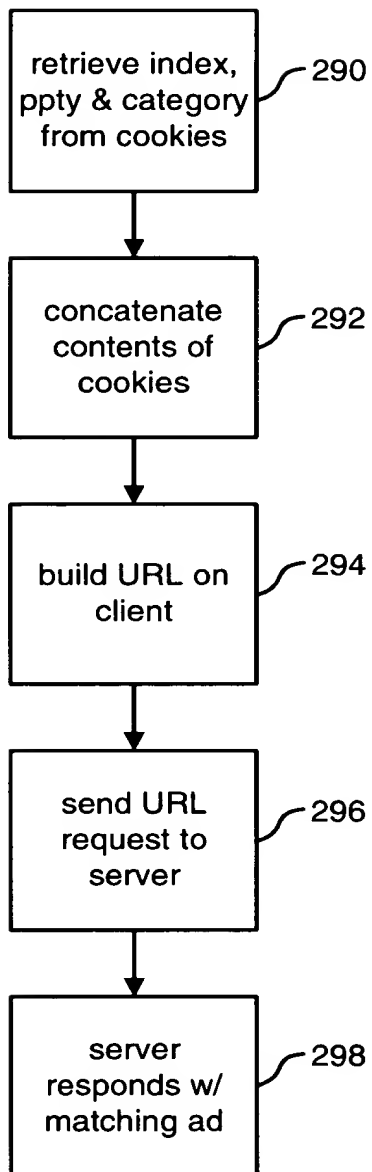


Fig. 11

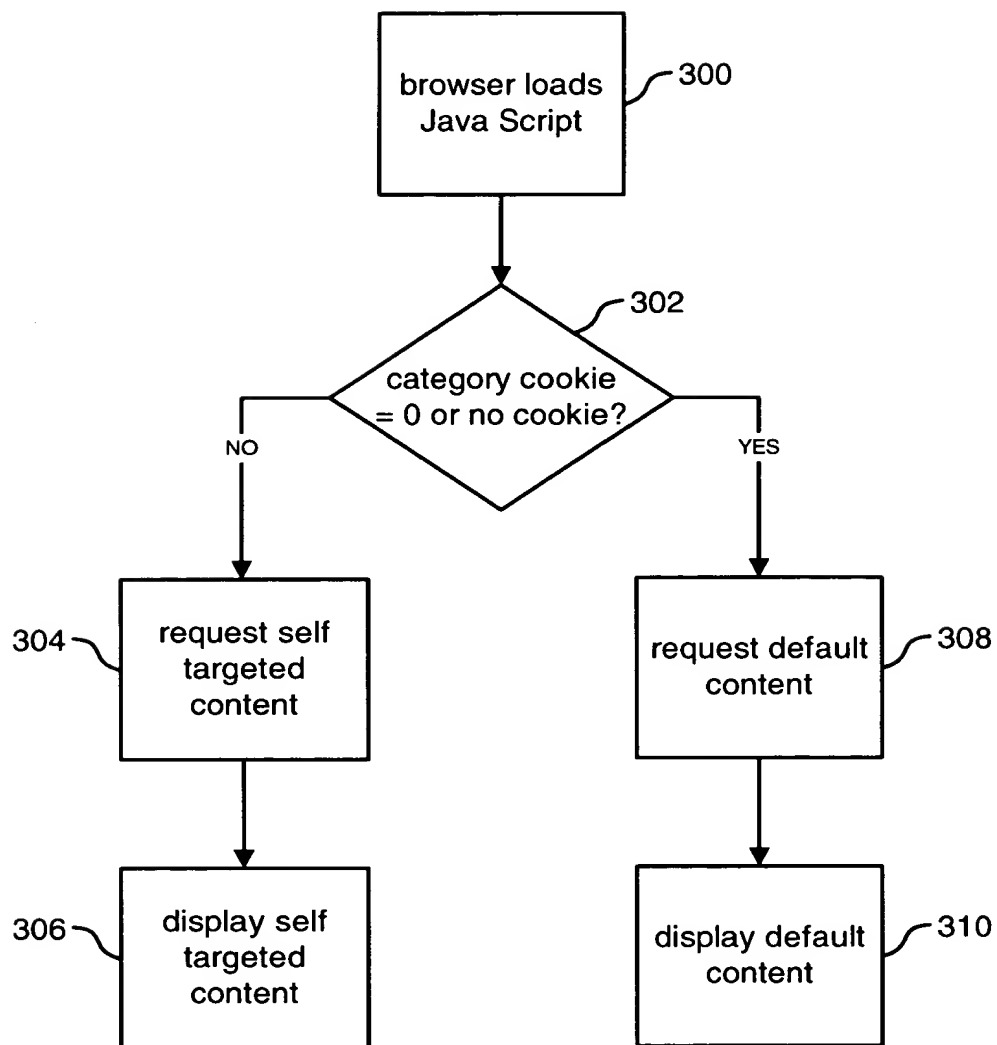


Fig. 12